Articles

Ideas

General Ideas

- Brainstorming
- News
- Reading
- Listening
- Experience

Brand/book related ideas

- Chapter concepts
- Reader feedback
- Issues
- Overflow

Multiple Articles from one Idea

- Different genre/slant/audience
- Different research/story/experience
- Different application/take away

Most saleable articles

- Match passion/knowledge/goals to most saleable article ideas
- Market guide and how to use it to launch pitches

Researching ideas

- Profnet from PR Newswire
- HARO_help a reporter out
- Research librarians
- Science daily
- Search engines and checking the authority
- Search for related articles
- Search for solutions and needs (long tail SEOs)
Is Your Idea RIPE!

4 elements needed

How to submit articles and where
Research analyze target magazine
1. Check submission guidelines
2. Follow those guidelines
3. Read the magazine and note how they do things: title length, type of titles, transitions, takeaway, tone, style, etc.
4. Letters to editor
5. Demographics

Magazines and types of articles/submission policies
1. Theme list
2. Assigned
3. In house
4. Highly freelanced
5. Online slide show types with paragraphs for each photo
6. Long tail SEO articles

Queries
How to -key elements
Show idea/progression/take away
Authority to write article
Adding other ideas for multiple query

Developing relationships with editor
Communicate
Connect

Make writing more relatable
Make sure your writing is relatable to the audience. If it is an academic publication, they do want you to be more scholarly. Most want a conversational style.
- Match vocabulary level
- Anecdotes, stories, or experiences?
- Relevant questions that helps bring issue to their realm
- Jargon and Christianese
- Where to place facts
- Verb-age
- Authentic voice
- Tone: speak to/not down (we, third person, not you should)
- Authentic characters with flaws and background that explains behavior